

NOMINATION FOR AWARD		
AWARD Outstanding Public Affairs Field Grade Officer	CATEGORY (If Applicable) MAJCOM - Individual	AWARD PERIOD 1 Jan 01 - 31 Dec 01
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Major Michael F. Kelly	SSN (Enter Last 4 Only) 9902	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE 35P4, Chief of Internal Communications Division	NOMINEE'S TELEPHONE (DSN & Commercial) DSN 787-7620 Com 937-257-7620	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE HQ AFMC Public Affairs, AFMC/PA, 4375 Chidlaw Rd, Rm N152, Wright-Patterson AFB OH 45433-5006		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Colonel Donna L. Pastor, DSN 787-6306, Com 937-257-6306, donna.pastor@wpafb.af.mil		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p>Overall Effectiveness & Job Accomplishment:</p> <ul style="list-style-type: none"> -Led the key weapon system in 4-star's communication battleplan; exploited innovative and aggressive arsenal of programs and products--targeted more than 88,000 employees at 10 installations nationwide -Led all MAJCOMs by 2-1 margin in published national-level news stories on Air Force Print News -Created better educated, informed, motivated audiences who understand the AF and AFMC mission -Redirected command magazine focus in mid-production in wake of the 9/11 tragedy--unparalleled! --Highlighted AFMC support to the warfighter in combat and rescue efforts for victims on the scene --Stepped in during editor's absence to design and lay out 10 magazine pages--the norm for Mike --Result: AFMC warfighters better understood their "supporting" roles in America's war on terror -Directed the only comprehensive daily electronic news service compiled by a major command --Service compiles, writes, distributes 600+ stories and images annually to AFMC's base paper editors --Consistent AF Link story placement kept AFMC issues on the forefront year-round to wider audience --Result: Seamless AFMC coverage; 28 AFNEWS stories in one month hammering home key issues! -Described by AFNEWS news director as most energized, efficient source of MAJCOM news in AF --His programs are consistently held up as models to the PA community of "how to do it right" <p>Leadership/Organizational & Planning Skills:</p> <ul style="list-style-type: none"> -Crafted multiple in-depth communication plans addressing Air Force and command key objectives --Reshaped complex issues into easily understood info--result: improved communication across AFMC -Instituted, orchestrated robust schedule of ghost-written CC editorials on critical issues, themes --Result: 17 targeted, topical editorials in one year that crystallized the commander's priorities -Deftly planned, executed all aspects of complex, hi-tech, multi-media quarterly commander's calls --Facilitated multiple "town hall" meetings for commander during base visits across command --Result: refocused high-payoff face-to-face venues for CC who excels at personal communication -Orchestrated HQ's first outdoor picnic CC call: dozens of volunteers, food, displays and activities --Result: Creatively spiked morale and linked commander with his staff in a casual, informal setting -Expert leadership, example for others to follow; leans forward to train, equip his staff and field PAs --Developed effective mix of OJT, classroom and contracted training for new staff, retrainees --Result: Better-equipped, more mission-capable staff armed with tools, expertise to tell AFMC story <p>Judgement and Decisions:</p> <ul style="list-style-type: none"> -Guided award-winning AFMC magazine through new printer contract with no loss of product quality --Integrated money-saving technology, processes like internet file transfers and digital vs film proofs --Result: Direct yearly savings of \$10,000+ that was reinvested in increased technology for the future -Selected to design, produce <i>Ambassador</i>, 4-star's personal newsletter targeting retired AFMC generals --Mix of command insights, updates was so effective it was expanded to include community leaders --Result: Vast source of experience now informed, ready to tell the Air Force story to new audiences -Jumpstarted struggling Year of the Family program with infusion of communication ideas and energy --Created and executed aggressive communication plan that called for--and got--meaningful initiatives --Result: \$5 million/two years budgeted, changing its perception from one of lip service to substance <p>Communication Skills:</p> <ul style="list-style-type: none"> -Comprehensively redesigned PA intra/Internet sites, creating better architecture and organization --Result: In its first month, military hits doubled, to over 50,000; hits from commercial sites tripled --New design was named AFMC's quarterly web site winner right out of the gate--unprecedented! -The command's go-to man for effective corporate communication across spectrum of media/outlets -Authored first-ever year-end review, highlighting AFMC's critical support to the warfighter --Ran almost verbatim in AF Times, industry/trade publications, nearly all papers outside AFMC bases -Expertly capitalized on print, broadcast and web media to reach his internal communication initiatives --Result: Targeted circulation reaches 1.6 million people/day, informing and motivating work force 		

NOMINATION FOR AWARD *(Continued)*

RANK/NAME OF NOMINEE *(First, Middle Initial, Last)*

Major Michael F. Kelly

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format)* *(Continued)*